



THE CAREERS &
ENTERPRISE
COMPANY

Cornerstone Employer

Working Together Kit

Thank you for being a Cornerstone Employer!

You have made a crucial commitment to join a national community of Cornerstone Employers, inspiring and preparing young people for the ever changing world of work. During this period of economic recovery, more than ever, young people need support to understand what the future of work looks like, have exposure to different industries and job roles and have the opportunities to build their networks and develop their skills. For businesses, having the right people with the right skills, behaviours and attitudes has never been more important. Your work as a Cornerstone will make a significant contribution to supporting and developing future talent in your area, benefitting not only the young people themselves but also your business and the whole community.

This pack has been designed to support you to communicate your role as a Cornerstone Employer to both your internal and external stakeholders. In particular, it will support you in demonstrating that you are an organisation that invests in young people and your communities and will inspire your local business networks to support the mission and join in.

We have also produced a Cornerstone Employer Roadmap that walks you through the Cornerstone role in greater detail, setting out how you will work with your local team and providing examples from other Cornerstone Employers around the country. Please contact us if you have not yet received your copy.

If we can support you further in your role, please don't hesitate to contact me and the team directly at employers@careersandenterprise.co.uk.

We look forward to working together to inspire and prepare young people for the world of work.

Aimee Higgins,
Director of Employers and Partnerships,
The Careers & Enterprise Company

1 | Proud to be a Cornerstone Employer

Spread the word about your Cornerstone role and get more of your network on board. This will shine a light on your organisation's commitment to supporting young people and ensure greater sustainability of your efforts.



Tools available



Proud to be a Cornerstone Employer continued...

Tools available

'Proud to be a Cornerstone Employer' logo to include in your email signature and website	Template text for reports
Template message for all staff	3 template slides about the role and getting others involved
Template text for websites	Cornerstone Employer case studies
Cornerstone certificate to display in your workplace – you will receive one when you sign up	Cornerstone Employer flyer
	Become a Cornerstone Employer webpage

Ways to use them

- Use the template text to share with teams such as procurement, account management, corporate responsibility and diversity, to help raise their awareness.
- Secure a senior sponsor: use the template text and slides to make sure your Board / Senior Leadership Team are familiar with the benefits of careers education so that they can support your efforts for the long term.
- Use extracts from the template texts to post on social media, sharing your pride in being a Cornerstone Employer and raising awareness.
- Write a blog/ LinkedIn post about business benefits of engaging with the world of education.
- Talk about your Cornerstone role and add the Cornerstone logo to your website, newsletters and reports.
- Share information about the Cornerstone role (flyer, webpage and case studies) with other employers that would make a great addition to your local Cornerstone Employer community.

2 | Give an hour – more volunteers in schools and colleges

Give an hour is a campaign to get more volunteers going into schools and colleges to inspire and prepare young people for the world of work. We know from experience that an hour can create new perspectives and inspire new ideas. Also that those with minimal time to spare, including small and medium sized employers, have a lot to offer.

Our latest research tells us that 700,000 more employer encounters and 400,000 more workplace experiences are needed nationally each year before we reach the required volume set out in the Government's Careers Strategy.

As a Cornerstone Employer, you play an important role in spreading the word. Getting more employers involved can alleviate pressure on those already supporting schools and colleges.



Tools available 

Give an hour continued...

Tools available

- [Give an hour website](#)
- [Give an hour flyer](#)
- [Give an hour social banners to share on Twitter, LinkedIn, Facebook](#)
- [Give an hour social media messaging](#)
- [Give an hour template emails](#)

Ways to use them

- Use the materials through your own organisation's communications channels. Individuals can register their interest via the Give an hour campaign website. They will be contacted by their local team and directed to schools and colleges that need support.
- Speak to your local team to align with any existing or upcoming plans to run campaigns.
- Hold 'Lunch & Learn' meetings to encourage your colleagues to register their interest as volunteers. Share your experience of delivering careers activities in schools to bring it to life. Offer interested individuals the opportunity to shadow someone at an upcoming careers activity.
- Use the materials to share the message with your employees, suppliers, clients and customers, partners and business networks.
- Set your organisation a target and deadline for the number of employers you will introduce to the network.
- Get your comms team involved – ask them to share the campaign messages in your organisation's comms channels.

3 | Recruit more Enterprise Advisers

Enterprise Advisers are senior-level professionals from a range of industry backgrounds, working directly with a school or college's senior leadership team to develop their careers programme. Individuals are carefully matched with a school or college and are supported with tools, training and networking.

This skills-based volunteering opportunity provides valuable support to schools and colleges and is a unique learning and development opportunity for employees.

In 2019 we surveyed Enterprise Advisers about skills or competencies developed through carrying out the role. They told us these include community awareness, networking, communication and coaching/mentoring. 92% of EAs felt they had developed at least one additional skill through their role and more than a half had already recommended the role to other employers.

More Enterprise Advisers are needed nationally. As a Cornerstone Employer, you are ideally placed to promote the importance of this role and to recruit more Enterprise Advisers from your own workforce and your wider networks.

Take a look at ways to do this and invite those interested to register their interest via the website.



[Tools available](#) ►

Recruiting Enterprise Advisers continued...

Tools available

'Become an Enterprise Adviser' webpage



Enterprise Adviser brochure



Enterprise Adviser examples of best practice



Enterprise Adviser video story



**Enterprise Adviser social banners
to share on Twitter, LinkedIn, Facebook**



Enterprise Adviser social media messaging



Ways to use them

- Publicise the Enterprise Adviser role across your internal comms channels as a valuable volunteering opportunity.
- Set an internal target for how many Enterprise Advisers you will provide as an organisation. Identify an existing Enterprise Adviser in your workforce who can be a champion, to spread the word and encourage others to get involved. They can help you reach your target!
- Share the materials with your HR and volunteering teams to raise awareness of this skills-based opportunity.
- Hold 'Lunch & Learn' meetings to spread the word and have an Enterprise Adviser from your workforce speak about their experiences.
- Get your comms team involved – they may have their own suggestions about how to recruit Enterprise Advisers.
- Use the materials to share the message with your key stakeholders, for example, your suppliers, clients and customers, partners, and business networks.
- Introduce interested individuals to your Hub Lead or Enterprise Coordinator or ask them to register their interest via our website.

4 | Share your successes

As a Cornerstone Employer you have an important role to play in inspiring others. You also have the opportunity to raise the profile of your organisation and build your reputation as an employer that proactively supports young people into the workplace.

Share your successes by:

- Contributing to the Cornerstone Employers LinkedIn Group (search the group name: 'Cornerstone Employers – CEC' and ask for an invitation if you haven't had one already)
- Posting on social media using the hashtag #CornerstoneEmployer and tag The Careers & Enterprise Company:

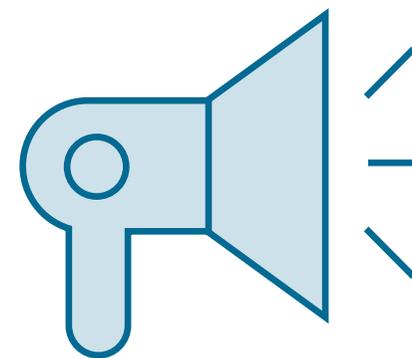
 Twitter: [CareerEnt](#)

 LinkedIn: [The Careers & Enterprise Company](#)

 Instagram: [Careersandenterprise](#)

 YouTube: [The Careers & Enterprise Company](#)

- Contacting us if you are interested in creating a branded case study, particularly any examples that have supported areas of disadvantage and delivered tangible business benefits: employers@careersandenterprise.co.uk.
- Reach out to local media to share success stories of your engagement with local young people. If you need press support, please [get in touch](#) with us.
- Write a blog/ LinkedIn post about business benefits of engaging with the world of education.



5 | The Careers & Enterprise Company Narrative

Visit [our website](#) to find our narrative, which provides you with information about The Careers & Enterprise Company

Who we are:

Set up by government in 2015, our mission is to help every young person to find their best next step.

We are the national body for careers education in England, delivering support to schools and colleges to deliver modern, 21st century careers education.

Find out more about us, read about our board and view job vacancies to join us in transforming careers education.



Trouble accessing the resource links?

Please contact: marcomms@careersandenterprise.co.uk

6 | Brand Guidelines

If you wish to create any marketing or communication materials related to The Careers & Enterprise Company, our 1-pager brand guidelines provides you with an overview of the main elements to maintain consistency across our brand.

[Download here](#)

Co-branding

When using our logo to co-brand we separate the logo with a simple line and have specific parameters between the line. Please see the example below.



Brand Guidelines Summary

This 1 pager is designed to give you an overview of the main elements from our Brand Guidelines. These rules must be applied and not, under any circumstances, be recreated or represented in any other way when creating any marketing or communications materials.

THE CAREERS & ENTERPRISE COMPANY

Key Messaging

This copy should be used across all online and offline marketing and communications materials when talking about The Careers & Enterprise Company. Download our full narrative [here](#).

Photography

Our photography is used to support our brand messaging. We showcase young people looking positive, inspired and engaged with each other. We focus on either an individual or in-situ and group images.

Logo options

Our primary logo is the teal full-colour logo (top left). If this logo is not suitable for the content being used, use the black and white logo (top right), this is preferred to the white-out and black-out logo (bottom row). Never use our logo below 30mm/113px. Full logo guidelines [here](#).

Typography

Our primary font is Lato. It should be used for all text where possible. Where Lato is not available, all text should be in Calibri. Download Lato font [here](#).

Colour Palette

Primary colour - our brand identity.

CIN M0 Y40 K0	R0 G148 B146	#00A0A6
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Body colour - To be used on all body text.

CO M60 Y0 K80	R87 G87 B85	#575756
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Secondary colours - Use colours that are complimentary and do not use more than three colours at a time.

Green tones:

CS4 M29 Y51 K16	R11 G121 B118	#0B7976
CR8 M42 Y66 K45	R18 G79 B60	#124F44

Neutral tones:

CS0 M30 Y30 K25	R120 G124 B133	#766685
CC2 M0 Y5 K15	R224 G222 B218	#BCD6DA

Cool tones:

C100 M50 Y29 K0	R0 G105 B146	#006992
CR8 M65 Y20 K0	R82 G98 B147	#523E93

Warm tones:

CO M75 Y50 K0	R236 G95 B101	#CC5F4C
CO M68 Y68 K0	R217 G110 B79	#E16E4F
C100 M30 Y0 K0	R147 G147 B147	#999999

Co-branding

When using our logo to co-brand we separate the logo with a simple line and have specific parameters between the line. Download co-branding template [here](#).

Two logos

If you have any questions about our brand guidelines, email marcom@careersandenterprise.co.uk